

DAFTAR PUSTAKA

- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Chaffey, D. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.
- Content marketing Institute (CMI). (2020). *What Is Content marketing? Content marketing Institute*.
- Costello, J., & Yesiloglu, S. (Eds.). (2020). *Influencer marketing: Building brand communities and engagement*. Routledge.
- DeliaShukmalla, Citra Safitri, & Wike Pertiwi (2023). Pengaruh *content marketing* dan *influencer marketing* terhadap keputusan pembelian produk kosmetik local di ti tiktok shop. Jural Mirai Management
- Elmira Djafarova, E., & Chloe Rushworth, C. (2017). *Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users*. Computers in Human Behavior, 68, 1–7.
- Evans, D., Bratton, S., & McKee, J. (2017). *Social Media Marketing*. Pearson Education.
- Glucksman, M. (2017). The Rise of Social Media *Influencer marketing* on Lifestyle Branding: A Case Study of Lucie Fink Morgan Glucksman Strategic. Course Hero, 8(2), 77–87.
- Imron Parsaoran & Anggalia Wibasuri (2025). Pengaruh *content marketing* dan *influencer* terhadap keputusan pembelian skincare Moell melalui brand image. Jurnal Studi Ilmu Manajemen dan Organisasi (SIMO)

- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2010). *Marketing Management* (13th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2019). *Manajemen Pemasaran* (Edisi ke-13, Jilid 1). Jakarta: Erlangga. <https://www.belbuk.com/manajemen-pemasaran-jilid-1-edisi-13/produk/12287>
- Kotler, P., & Keller, K. L. (2021). *Intisari Manajemen Pemasaran* (Edisi Keenam). Yogyakarta :Penerbit Andi.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed.). Pearson Education.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Milhinhos, P. R. (2015). *The Impact of Content marketing on Attitudes and Purchase Intentions of Online Shoppers: The Case of Videos & Tutorials and User-Generated Content*. Escola Brasileira de Administração Pública.
- Pulizzi, J. (2014). *Epic Content marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill.
- Ramadhan, F. V. (2025). *E-Book Digital Marketing: Teori, Konsep, dan Strategi*. Yogyakarta: Deepublish Digital.
- Scott, D. M. (2017). *The New Rules of Marketing and PR*. Wiley.
- Setiawan, I., & Savitry, Y. (2016). *New Content marketing: Gaya Baru Pemasaran Era Digital*. Jakarta: Gramedia Pustaka Utama.

<https://openlibrary.telkomuniversity.ac.id/pustaka/228301/new-content-marketing-gaya-baru-pemasaran-era-digital.html>

Siti Agustin, & Amron. (2022). *The influence of social media marketing and influencer credibility on purchase decisions through brand image*.

Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing* (3rd ed.). SAGE Publications.

Yesiloglu, S., & Costello, J. (2024). *Advertising in the digital age: Theories and practices*. SAGE Publications.